MULTIMEDIA UNIVERSITY

STUDENT IDENTIFICATION NO

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FINAL EXAMINATION

TRIMESTER 3, 2021 /2022

BMK2174 – SALES AND PROFESSIONAL SELLING MANAGEMENT

10 AUGUST 2022
9:00 a.m. – 11:00 a.m.
(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This question paper consists of 2 **pages**, excluding this cover page.
2. Read the case study and **Answer ALL questions.**
3. The total marks for this exam is **100 marks**.
4. Please write **ALL** your answers in the **ANSWER BOOKLET** provided.

Malaysia Airlines names Head of Digital Marketing

Adapted: Advertising and Marketing, 25 May 2022

Malaysia Airlines (MAB) has appointed Wong Chin Yam as Head of Sales and Digital Marketing, overseeing the airline's sales and marketing campaigns. He is responsible to enhance sales performance while intensifying digital acquisition and retention initiatives likewise to drive new customer acquisitions through a variety of physical and digital touchpoints. According to MAB, his primary focus is to establish MAB as a holistic sales organization by motivating salesperson and not forgetting, optimise acquisition that leverages data insights to make better marketing decisions, close gaps, and formulate the best-customised customer experience to drive incremental sales. Wong Chin Yam reports to Global Head of Marketing, Wong Wai Kuan. Wong Chin Yam, during his maiden speech mentioned that driving customer centricity begins with a highly motivated sales team and given the brunt of pandemic to airline business, he plans to kick start motivation using Maslow's Hierarchy of Needs as the guiding principle. Wong continued by saying, "incentives are also important element for sales performance and I'm planning to revamp the existing compensation method and look at hiring some fresh blood into sales team."

Wong Chin Yam joins from Green Packet where he was acting head of sales and digital content for close to a year. In that role, he was responsible for the group's sales performance and digital marketing efforts across the business units and joined in 2019 as group sales and digital performance specialist. Before that, he was the digital inbound marketing manager for Green Packet's fintech arm, Kiple.

In the month of May 2022, MAB expanded its travel pass offerings with the launch of MHflypass ASEAN, a fixed-rate pass that allows multiple trips to exciting destinations all-year round across ASEAN. The ASEAN pass comes as an addition to the MHflypass line – introduced in April 2021 – which consists of flight coupons for domestic travel within Malaysia. With the introduction of MHflypass ASEAN, passengers can now fly to 12 cities within ASEAN, through Malaysia Airlines' extensive network. Each pass comes with six tickets; therefore, passengers are entitled to three return trips, or six one-way trips between the ASEAN cities of choice. Lau Yin May, group chief marketing and customer experience officer, explained that as the nation progressively enters into endemicity, the expansion of MHflypass is very timley as it stands to offer flexible, convenient, and affordable travel for all. Wong Chin Yam concurred by stating that MAB will invoke the entire organization into sales mode and planning to automate sales activities using salesforce automation (SFA)system. He explained further that SFA is important for MAB and its implementation is timely to reap its benefits.

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Read the Case Study and answer ALL questions

Question 1

MAB's Head of sales and digital marketing plans to kickstart motivation using Maslow's Hierarchy of Needs and revamp existing compensation.

i. Discuss the motivation plan MAB could establish based on FIVE (5) levels Maslow's Hierarchy of Needs.

(20 marks)

ii. Explain TWO (2) advantages of straight commission.

(5 marks)

Question 2

Discuss the FIVE (5) benefits MAB will attain by implementing Sales Force Automation System.

(25 marks)

Question 3

Wong Chin Yam plans to hire new blood into MAB's sales team.

i. Elaborate the FOUR (4) stages of decision process for recruiting and selecting salesperson.

(20 marks)

ii. Briefly state TWO (2) advantages of hiring from external sources.

(5 marks)

Question 4

i. Discuss FOUR (4) issues surrounding sales training.

(20 marks)

ii. List FIVE (5) sales training objectives

(5 marks)

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